

[PRINT THIS](#) · [CLOSE WINDOW](#)

1/19/13 | 1333 views

Font Size: **A A A A**

# Company gives local Marriott top ranking

**By Lisa Singleton-Rickman**  
**The TimesDaily**

[Follow @TD\\_LSRickman](#)

FLORENCE — The Marriott Shoals Hotel and Spa has been ranked first among the more than 300 Marriott properties in North America for providing the best guest satisfaction in 2012.

It marks the first time Marriott Shoals, a Four-Diamond facility, has ranked atop the company's yearly listing.

General Manager Larry Bowser said the hotel overlooking Wilson Dam has received numerous awards and other recognitions since it opened in 2005, but being ranked best in guest satisfaction for the entire years is special.

"This is a really big deal for us because it's the first time we've ended the year with this status," Bowser said. "It's all because our team and their commitment to being number one.

"The associates here really are the heart and blood of what we do. Our facility is seven years old now, so it isn't like it's brand new. So, that makes this an even greater accomplishment."

Marriott Shoals is now under consideration for chain's hotel of the year, according to Bowser.

Guests rated the hotel first in 23 categories in 2012. Among those are:

- intent to return to property;
- secure, safe environment;
- overall staff service;
- high quality golf experience;
- quality of food and beverage;
- offering touch of luxury;
- engaging;
- providing helpful information about the area.
- comfortable room for meeting/event;
- spa service;
- in-room dining;
- overall departure experience;
- genuine caring;
- luxurious;
- offered all you need to accomplish business objectives.

"This should be a proud day for the Shoals community," Bowser said.

Florence/Lauderdale County Tourism Director Debbie Wilson said the news of Marriott Shoals's ranking began spreading Friday afternoon and she received call from several tourism officials and others.

"It's really big news to have a hotel in your market to be recognized as the best of the year, especially coming from a chain like Marriott International," Wilson said. "It's big for our community and everyone should be proud of Larry Bowser and his

team.

Wilson said she and her staff will use the ranking as a marketing tool. She said she forwarded the news release announcing the accomplishment to numerous people Friday while on a trip to Cincinnati for a tourism show.

"People see a hotel in your market that is recognized in this manner and they want to know more about your area," Wilson said.

Lisa Rickman can be reached at 256-740-5735.